

REMARKS

Claims 1-5 are pending in this application. As indicated above, Claim 1 has been amended.

In the Office Action, the pending claims were rejected under 35 U.S.C. § 102(a) as being anticipated by a publication by Ken Hinckley, et al. entitled *Sensing Techniques for Mobile Interaction*, 13th Annual ACM Symposium on User Interaction (“Hinckley et al.”). Claims 1-5 were also rejected 35 U.S.C. § 102(e) as being anticipated by U.S. Patent Publication 2002/0033836 (“Smith”).

With regard to the rejection of Claims 1-5 as being anticipated by Smith, a telephone interview was conducted between Examiner Motilewa Good Johnson and Attorney John F. Gallagher to clarify the alleged anticipation by Smith, which was addressed in our response to a prior Office Action. The Examiner confirmed that the paragraph at the bottom of page 2 of the Office Action rejecting Claims 1-5 as anticipated by Smith should not have been included in this Office Action. The Examiner indicated that the inclusion of this paragraph was a typographical error and requested that our response indicate that the Examiner has confirmed that this paragraph is not a part of the Office Action that requires a response. Accordingly, it is respectfully submitted that the rejection of Claims 1-5 under U.S.C. § 102(e) as being anticipated by Smith is moot.

Claim 1 is the only independent claim pending in the present application. Additionally, as indicated above, Claim 1 has been amended to clarify that the display direction is *inverted by simultaneously reversing both an output direction of segments and an output direction of columns according to the changed value of the at least one display direction selection register.*

More specifically, the claimed invention inverts, i.e. turns upside down, the orientation of the displayed image. In contrast to such one hundred and eighty degree (180°) change in orientation,

Hinckley et al. teaches a method for changing between landscape and portrait viewing orientations, which is a change of only ninety degrees (90°). (See page 92, paragraph 3, page 93, paragraph 2, and the detailed discussion beginning at page 96 and continuing onto page 97.)

Further, Hinckley et al. teaches a technique for switching between landscape and portrait orientation that is useful with displays of a rectangular shape (See FIG. 8 of Hinckley et al.). Hinckley et al. stresses that an “important implementation detail is to use the center of the screen (C_x , C_y) as the center of rotation when rendering the screen” (See page 96, paragraph 5). Therefore, it is respectfully submitted that neither the technique of using the center of the screen as a center of rotation, nor the remainder of Hinckley et al., discloses or suggests *simultaneously reversing both an output direction of segments and an output direction of columns* as in amended Claim 1.

Additionally, it is respectfully submitted that simultaneous reversing of both segments and columns, as in the invention of the pending claims, differs from and is not disclosed or suggested by the transfer of image data between landscape and portrait orientation of Hinckley et al. The teaching of Hinckley et al. addresses particular issues related shifting data displayed on a rectangularly shaped screen by 90°. In contrast, the invention of the pending claims teaches a unique method for accomplishing a 180° shift of displayed data by *simultaneously reversing both an output direction of segments and an output direction of columns*. If a shift of data displayed in landscape orientation to a portrait were attempted by a *simultaneous reversing* of output directions, data displayed at the upper and lower edges in the portrait mode would not be displayed on the screen when in a landscape mode. Similarly, there would be a loss of displayed data from the left and right sides when switching from landscape to portrait orientation.

Accordingly, it is respectfully submitted that the technique of Hinckley et al. of using the center of the screen fails to disclose or suggest at least the recitation of *simultaneously reversing both an output direction of segments and an output direction of columns according to the changed value*

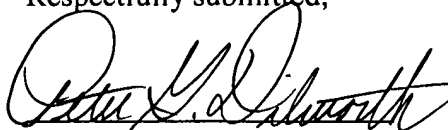
of the at least one display direction selection register of amended Claim 1. Accordingly, it is respectfully requested that the rejection of Claim 1 be withdrawn.

Further, in regard to dependent Claim 3, nowhere does Hinckley et al. disclose or suggest allowing a user to select the display direction change mode *by connecting an earphone jack* to a portable telephone. The Examiner failed to provide a citation to Hinckley et al. in regard to Claim 3 (Office Action, bottom of page 3). Review of Hinckley et al. fails to reveal disclosure or suggestion of selecting a display direction change mode *by connecting an earphone jack*.

As independent Claim 1 is now believed to be in condition for allowance, it is respectfully submitted that dependent Claims 2-5 are also in condition for allowance as being dependent upon independent Claim 1.

The pending claims, i.e. Claims 1-5 are believed to be in condition for allowance. Should the Examiner believe that a telephone conference or personal interview would facilitate resolution of any remaining matters, the Examiner is requested to contact Applicant's attorney at the number given below.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Peter G. Dilworth", written over a horizontal line.

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